



PARENT UNIVERSITY/FACE
FAMILY ENGAGEMENT FORUM
(New Name)

Planning Meeting Notes

June 21, 2018
12:00-2:00

Natomas Unified School District
1901 Arena Blvd. Sacramento, Ca 95834
Meeting Room: Board Room

AGENDA

ITEM 1: Welcome and Introductions

Background: Sacramento Educational Cable Consortium's (SECC) mission is to provide quality educational resources to learners of all ages in the greater Sacramento community primarily through video and other information and communication technologies via cable systems and networks. SECC is a collaborative effort of the K-20 education community all working together toward this mission. SECC offers production services to all the schools in its consortium and works closely to bring like-minded people together. Examples of current committees are: Chief Technical Officers (CTOs), Public Information Officers (PIOs), Educational Technology Specialists and this year a new group was created for teachers involved with student media labs/SEVAs (Student Educational Video Awards).

The idea for a Parent University came when discussing that parents are a large part of Sacramento's growing districts and the level of involvement drastically varies from district to district. SECC would like to bring together those that share this vision and passion to give resources and opportunities to these parents so that they can best help their students.

Many districts currently use the acronym FACE (Family and Community Engagement) for the department that handles family engagement.

SECC:

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SECC has a great team that is here to help the districts in any way possible. If there is content that the districts would like to be edited/added to, or if there is a certain video segment that needs to be produced, that is what SECC is here for. The edited footage will be sent and the district can choose to share it in whatever way is best (website, YouTube, newsletters, etc). These videos can be used as promotional videos, but as SECC is a non-profit the videos cannot be sold. Different versions of each video can be created to be used on different platforms such as cable channels or YouTube. In addition, content can be shared via Carousel, an SECC resource that allows for shorter videos to be played as interstitials in between regularly scheduled programming on the cable channels. It is amazing how many parents and community members see what is on SECC's channels.

Each district has specific time on the channels that the district PIO is responsible for programming. SECC sends out the cable block schedule 2 months ahead of the actual airing of programming. Time is always available, if the district would like more time please just ask! Unfortunately, SECC is not able to track how many people view each program as it is extremely costly, but videos in any language can be used and there is no mandate for quality level of the videos that are shared. New programming is constantly added from districts to SECC's channels and website. Click on Programming then Partners to find your district. It is also possible to search the schedule:

<http://173.14.73.57/CablecastPublicSite/?channel=1>

<http://173.14.73.57/CablecastPublicSite/?channel=2>

We will be discussing a joint meeting with the PIOs during our September meeting.

ITEM 2: Overview/Vision

Vision – Where are the commonalities? What are the districts trying to do? How can districts help other districts to achieve the same goal? SECC wants to encourage sharing anything that that can be branded and used in other districts. SECC would like to pull in and include smaller districts. Collaboration, synergy, what does it look like? These are all things that SECC wants to be able to discuss and figure out through these meetings.

SECC's Vision for this opportunity– land on a name, build time into cable programming schedule (channels 15 & 16) to share what is going on in each district as cable channels reach majority of the community and are a great way to distribute information, especially to parents. Anything that goes on cable channels also goes on YouTube and websites,

SECC can help condense videos to shorter versions that can be used on more platforms if needed. SECC would also like to help modify current content to serve needs in other districts if possible, there is no need to re-invent the wheel.

ITEM 3: Review of Existing Programs in Each District

Natomas – Parent University has been around for 5 years.

Student and Family Engagement (SAFE) provides services to all parents. Helps support and engage parents by providing tools to use at home or at school to make students successful.

Struggles:

- Currently offer workshops at all sites as it is a relatively small district. Will offer workshop at one site for everyone but have limited attendance from other sites.
- Lisset is the only person that handles all of this and is working on how to build leverage on sites and how to build capacity. Current programing partners are ARC, UCD, SAC State, InCAD and Birthing and Beyond. There are not many community agents in Natomas.
- As Natomas has been building programs they have not achieved the level of parent involvement that is desired. Natomas currently provides dinner, child care, translation and transportation services (pick up at every school site).
- Thought of trying to use webinars but didn't know if the parents would watch the videos and realized that 30-45 minutes long videos were not realistic. Made 3-5 minutes videos with just main topics, similar to a PowerPoint, and these have been more successful. Videos are more of a teaser to get into a topic. All videos are located on the website. Also, advertise upcoming workshops on the website which is imbedded in every parent tab on school websites.
- There are challenges with personal connection at the site and would like to have parent liaisons or ambassadors. Natomas also feels that a parent room would help with parent involvement.
- Would like to have more principal participation at elementary sites.

Wish List:

- Would like more parent participation.
- Would like a parent liaisons.
- Would like a parent room.

When families come to events, they are saying that it is really helpful, and they will recommend them to others. Word of mouth is the largest advertisement, have also sent out messages through school message system. Currently using online system for registration and will get 100 RSVPs but only 30 parents will show up. What is the barrier keeping people from coming? After the meeting the PowerPoint from the event is sent out to those that RSVP'd.

Natomas is a growing district that has been successful with sessions of about 40-50 parents and have received good feedback. Would like to increase number of parents to at least 100 per session and possibly have events at a neutral zone, such as the High School's Service Development Center, to avoid challenge of having events on one side of the district or the other.

Everything the district offers is free, and open to all parents, sometimes have people from other districts attend.

Robla – Small district with 5 elementary schools and a nice centrally located space with a kitchen and multipurpose room. Currently have multiple programs in place for parent involvement. No one person is in charge of family engagement. Most people that attend events are from district as that is where the events are advertise.

District has been putting on two Parent Empowerment dinners a year for the past 5-7 years. Advertise through calls and flyers. Usually have an inspirational speaker, provide dinner, free child care and an interpreter for Spanish, Hmong and Russian. Typically, 75-100 parents attend. The event in September/October is held in connection with Spanish Heritage Month and the event in February is in connection with Black History Month. The speaker's topics usually correlate with the month and addresses those parents. The Black History Month dinner is held in relation to an essay contest where the winners are announced at the dinner.

For this year's Spanish Heritage Month, the speaker spoke at the different schools in the morning and there was a noticeably larger attendance at the event in the evening, many of the students had gone home and told their parents how great the speaker was. There are often great speakers with low family attendance and the district has found that the best way to get parents involved is to involve the students. One way this has been done this is by having performances of the students in the Strings Program. The Strings Program provides group lessons for violin and cello to students in the fourth grade and above. Lessons are taught by undergraduate and graduate teachers from the California State University Sacramento School of Music.

Would like to have a parent room and African American Outreach or Multicultural outreach. The human connection is needed. Some schools have been very successful in outreach programs to get parents to come out and participate. One site has a father daughter dance, harvest festival, carnival night on top of science fair and back-to-school night. When there is a strong connection with the Principal more parents participate. The

site that has a really great community outreach person has the most participation in the district.

The Kindergarten to College program, held in connection with SAFE Credit Union and assembly member McCarty, provided \$200 in a college savings account for students if parents attended all three courses. When there was a low turnout, the program was changed so that parents would receive \$50 for attending any one course. The program was changed again so that parents received \$50 just for signing up for a course. After still having a low turnout, district reached out to the parents and found that parents had not read the flyers or emails and did not know about the program. Through this the district realized that the human connection is really important to get the message out. Will do the program again but will advertise differently by starting earlier, such as at back-to-school night. Also asked community outreach representatives to talk to 3-5 parents at open house and when the program/event was explained in person multiple people signed up. Being more physically present will make a big difference in terms of attendance.

Currently have community outreach assistants that allow the library to stay open an extra 3 hours to help students with homework. Parents can come to check-out books and learn how to help students with their homework. Parents are not showing up but sending students by themselves instead.

Have a lot of demand for the English for Adults classes but had a hard time finding teachers for the class, had more parents than the one teacher could handle.

Purchasing headsets for translation during events was huge. Parents feel more comfortable with coming to events and do not feel awkward with translators whispering in their ear the whole event.

GATE Program – students don't want to leave their specific school and the teachers are more likely to refer to their school to students because they know more about it.

Love the idea of the short videos giving parents and teachers access to information from the speakers since they are only a time event.

Center – Would like to create more consistency, some schools are currently doing great with parent outreach and know them by name while others do not have the strong connection with parents.

Challenges:

- School sites offer different things.
- There is a lack of communication.
- Have challenges with district wide events as there is difficulty with the many different levels of education and what programs should offered all as one as opposed to separately per grade level. Questions of who, what, where?

- Need buy-in from staff. The department is small with 3 people.

Parent engagement was found as the biggest barrier during end of year survey. How to partner with own people? Small district but working in silos so why isn't everyone working together?

Solano County Office – It would be beneficial to the group to come up with a common definition of what family engagement is. There is a definition referring to it as a dual capacity between educators and parents. It is important to look at what parents can bring to the table and view it as a partnership instead of parents being an afterthought. How to do it in a meaningful way? What are the barriers? How do districts get parents involved from the beginning? Sacramento City has a robust, tiered system of family sessions. Engage parents in leadership and have families running different sessions in different schools. Family Engagement Center.

San Juan – Currently have Family Education Classes that cover different topics such as K-College, Bully Prevention, Family Literacy Project (creating a reading routine at home), Love and Logic Classes, School Smarts Classes (teaches about School System). Try to move events to different schools such as the Title 1 and Poverty Schools.

Currently working to build partnerships with community agencies – coordinate community outreach events.

Offer problem resolution – parents call with complaint about school and office acts as a mediator. School site problems can often be easily solved, office connects them with the right person on school site and there is resolution without getting involved.

Department is well established and in a bigger district. Currently have parent liaisons that meet once a month to check in to see what's going on and share resources.

Challenges:

- Sacramento has a lot of refugee families, especially in this district, and San Juan wants them to feel involved and included. Language is a challenge, also the refugees are new to the city/country and don't know who to reach out to. So how does the district reach out to them and share with them?
- Parent involvement has been difficult. Classes that are provide are typically 4-6 weeks which can be a big commitment and makes it a struggle for parents to get involved. However, after parents take class they are glad they did.

Would like to use the short video idea as a sneak peak of classes. Launched 10-15 minutes long learning podcasts this year that cover topics like A-G college preparedness.

Sac State – Has an audience that is geographically all over the state. How does the university reach them? E-Newsletter that goes out once a month, Facebook page, mandatory orientation for all new students. Haley physically goes to all of the orientation

meetings to build relationships with the parents as the first in person meeting is crucial. Parents are given a magazine at orientation that helps teach the family (who is the students support system) how to support their student in college. Also teach practical ways, depending on situations (living at home, living on campus, etc.), to deal with multiple deadlines happening at once, such as when registration or bills are due at the same time as classes or finals.

The university has a group of Parent Ambassadors that live all over the state. There is an in-person training in the fall and key strategic times are chosen for them to come to campus, such as move in, homecoming and the Spring Pitch Competition (STRONG) which is a student competition similar to Shark Tank. Parents are engaged as professionals to give feedback to students during STRONG. Parent ambassadors are really useful at events and the university wants events to be more educational (teaching the parents what to do), but that's not what parents want. If it's strictly educational parents don't want to come and be taught, they want to interact. Parent ambassadors are taught to talk about specific things but give time to interact and find out more about what is going on in the community from other parents.

Customer service is also offered by the office of 1 person with 2 student assistants. It is difficult trying to make it seem like a program with such a limited staff. Loose a lot through attrition.

One project that has worked well is having parent ambassadors do short videos during in person training, such as what is one thing you wish you would have known when your student came to Sac State? Use the idea of soft education where you are teaching the parents but in a way that they are susceptible to, not sitting in a classroom being talked at. Want to include Spanish language options. Also teaching parents appropriate ways to interact with campus faculty, aka not call the president. Give strategies of how to help students.

Greatest need at the moment is serving students with children. Daunting the amount of people and issues that Haley has to handle as 1 person. There is the feeling that the university cares only about students and not about the parents. Trying to build peer to peer learning with parents.

Haley will share parent ambassador toolkit with the group.

Would like to advertise parenting skills classes from the districts to Sac State students that are parents.

ITEM 4: Discussion:

a. Interest in cooperative efforts

There is very much an interest in continuing to meet and share resources.

b. Interest in utilizing social media/cable assets

Would like to run material in the mornings and the evenings. Utilize just one channel (preverbally channel 15) on Tuesday evenings, Thursday mornings, Saturday mornings and Sunday evenings.

Schedule:

Tuesday from 7-8pm

Thursday 7-8am

Saturday 9-10am

Sun 9-10pm

c. “What shall we call this?”

Family Engagement

During the next meeting will discuss a definition/Mission Statement. The following are SECC’s draft suggestions:

- Family engagement is a shared responsibility where schools, community agencies and organizations are committed to reaching out to engage families in meaningful ways, and the families are committed to actively supporting their children's learning and development.
- Family engagement is a shared responsibility between schools, community agencies and organizations to engage families that are actively supporting their children’s learning and development in meaningful ways.

ITEM 5: Future Meetings:

a. 3 or 4 meeting for 2018-2019?

September 13th at Sac State from 12-2pm

January 10th at Robla from 12-2pm

May 9th at TBD; Maybe San Juan from 12-2pm

b. Best day and time

2nd Thursday of the month from 12-2pm

c. Volunteer Hosting Site (SECC will provide coordination staff and lunches)